# Print-Advertising Rates and Specs

| AD SIZE | 1X | 3X | 6X | 12X |
|---------|------|------|------|------|
| **Full Page** | $6,988 | $6,590 | $6,082 | $5,763 |
| **2/3 Page** | $5,059 | $4,770 | $4,615 | $4,019 |
| **1/2 Page** | $4,100 | $3,910 | $3,523 | $3,107 |
| **1/3 Page** | $3,523 | $3,107 | $2,801 | $2,402 |

## Additional Specs

**Color:** CMYK
**Resolution:** Minimum 300 dpi
**File type:** PDF X1A
  • All fonts embedded
  • Convert Spot Color to CMYK
  • Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
  • RGB color to CMYK
        ◦ Embeds an RGB ICC profile in RGB
          objects that do not already have a profile
          and then converts the color to CMYK.
  • Untag CMYK ICC Profiles
        ◦ Removes CMYK ICC profiles from CMYK objects.
  • Knockout overprinting for all objects.

To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile: https://virgo.sendmyad.com

**\* PLEASE NOTE** that if you are submitting a spread, the two pages should be submitted separately through **Send My Ad** with the left and right notated.